

PCensus for MapPoint:

SiteScan

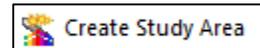
SiteScan helps identify locations that meet criteria defined in a 'Lifestyle'

1. Start PCensus for MapPoint

2. On the left-hand menu, click 'Run Wizards'



3. On the left-hand menu, click 'Create Study Area'



4. On the Study Area Type dialogue box, select 'SiteScan', and click 'Next'.



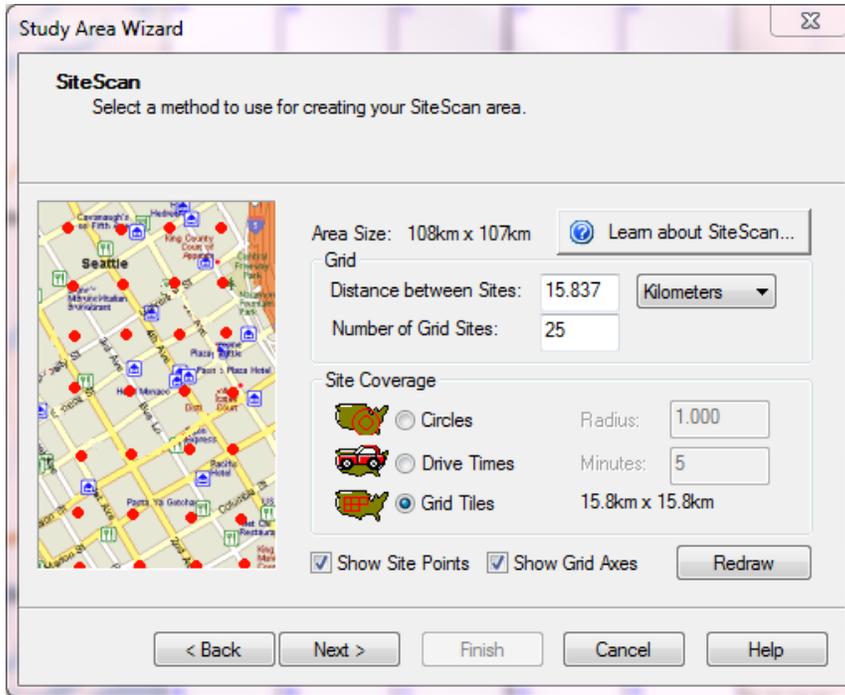
5. Select 'Draw rectangle on map', and click 'Next'.

6. Adjust Map View, if necessary, and then draw a rectangle to delineate your study area.

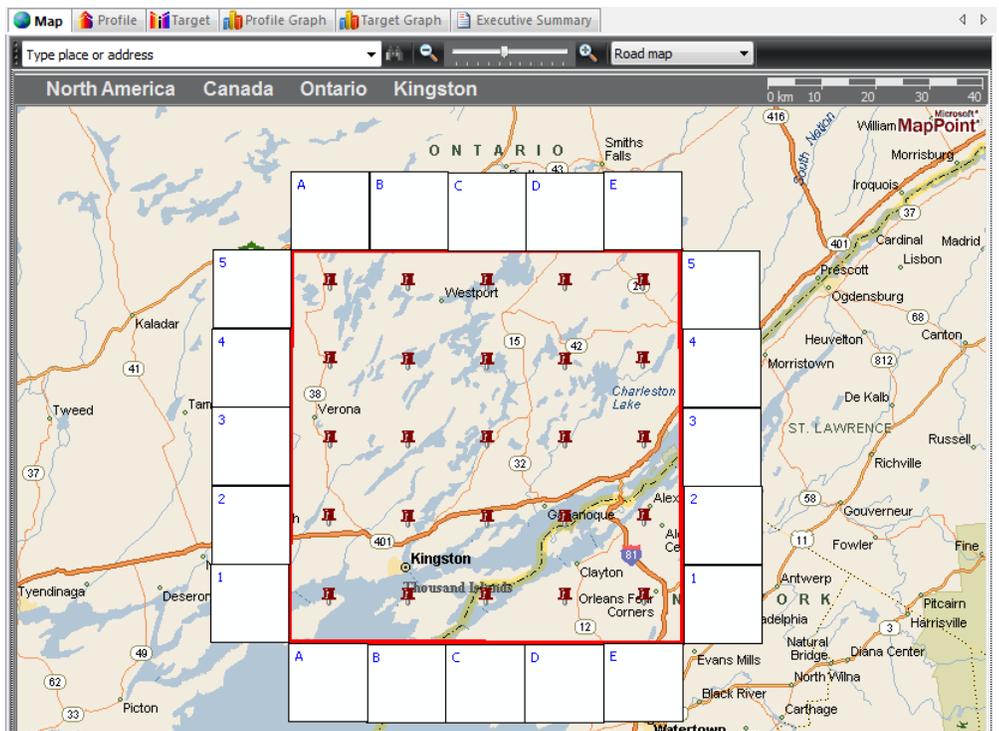
7. On the 'SiteScan' dialogue box, choose:

- Number of Grid Sites: 25 (for example...)
- Grid Tiles

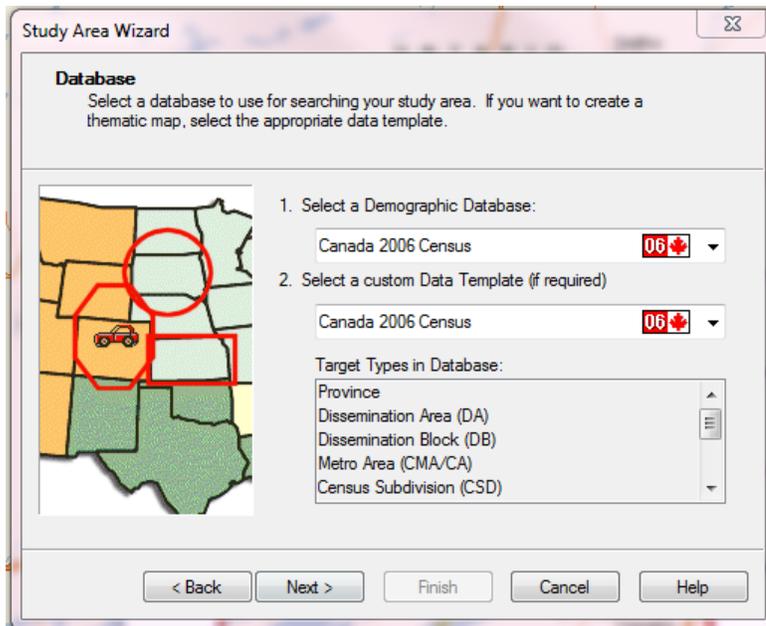
And then click 'Next'.



8. If you move the dialogue box, you should see your study area (in this example, around Kingston, Ontario) surrounded by the 'grid' you defined.



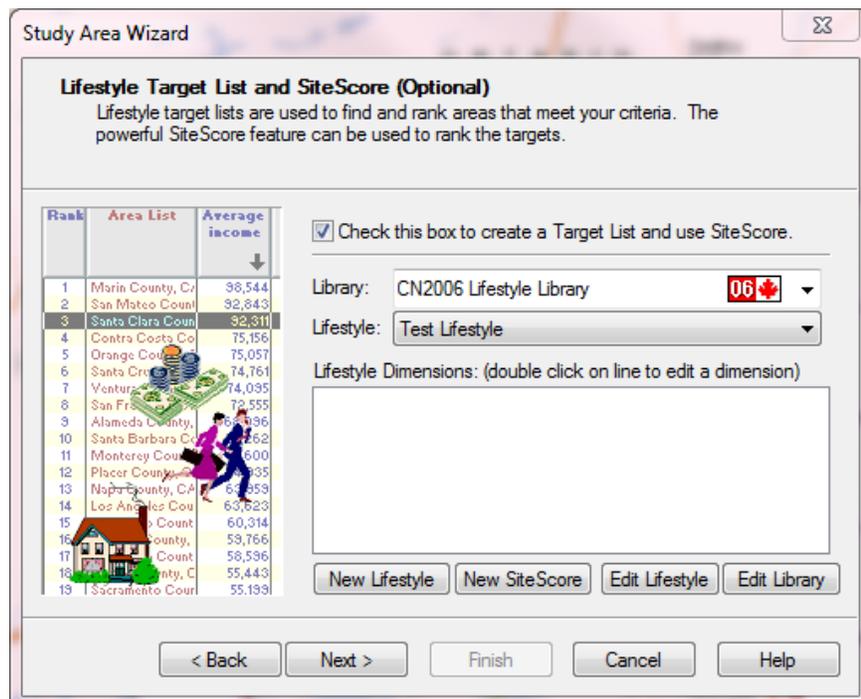
- In the 'Database' dialogue box, choose your 'database' (in this example, 'Canada 2006 Census'), and click 'Next'.



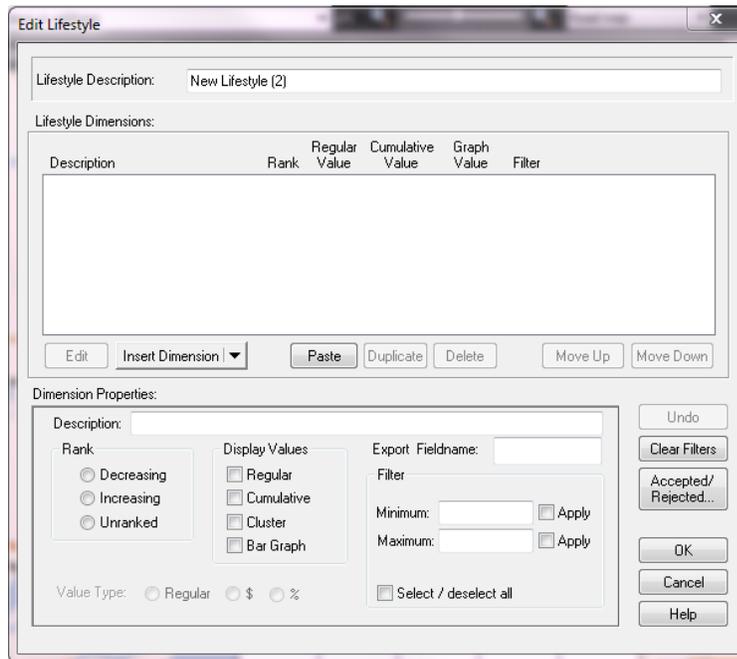
- In the 'Lifestyle Target List and SiteScore' dialogue box, define your lifestyle dimension(s), and click 'Next'.

If you do not already have a 'Lifestyle' defined, use the following steps:

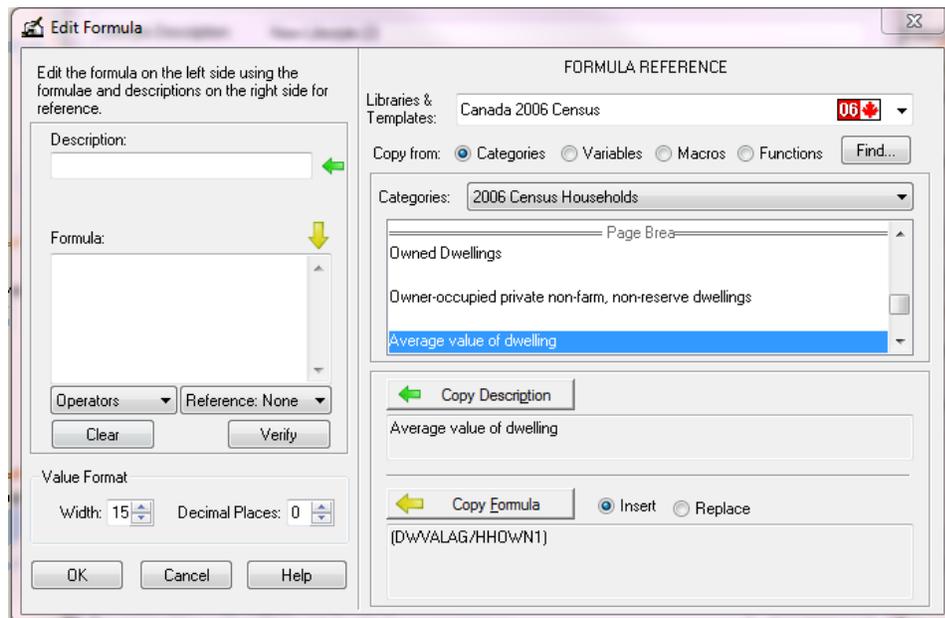
- In the 'Lifestyle Target List...' dialogue box, click on 'New Lifestyle'.



- b) In the 'Edit Lifestyle' dialogue box, click 'Insert Dimension' and choose 'Formula'.

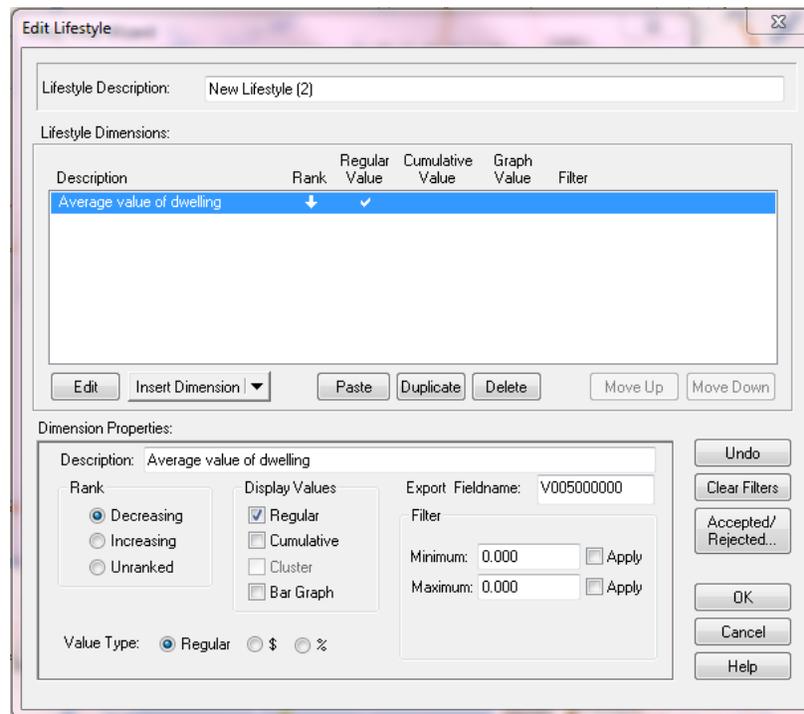


- c) On the 'Categories' dropdown menu, choose the category and variable you want to add... in this example,
Category = 'Households' and
Variable = 'Average value of dwelling'



- d) Click on 'Copy Description' and 'Copy Formula', then click 'OK'

e) The 'Edit Lifestyle' dialogue box should look like this:

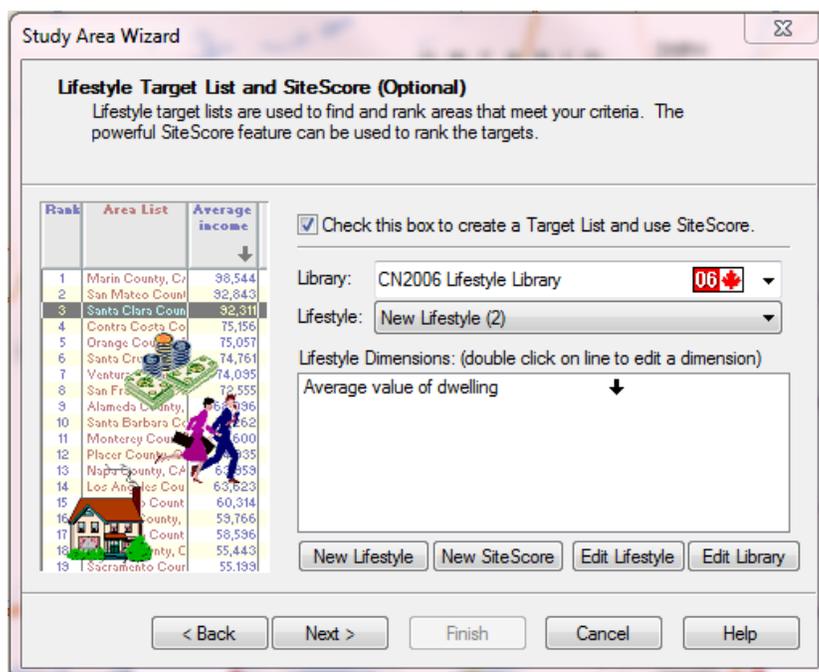


f) Click 'OK'.

g) To see how to do this, take a look at this brief screencast:

<http://screencast.com/t/WWtWgDSA2Enp>

11. After defining your 'Lifestyle', the 'Study Area Wizard' dialogue box should look like this:

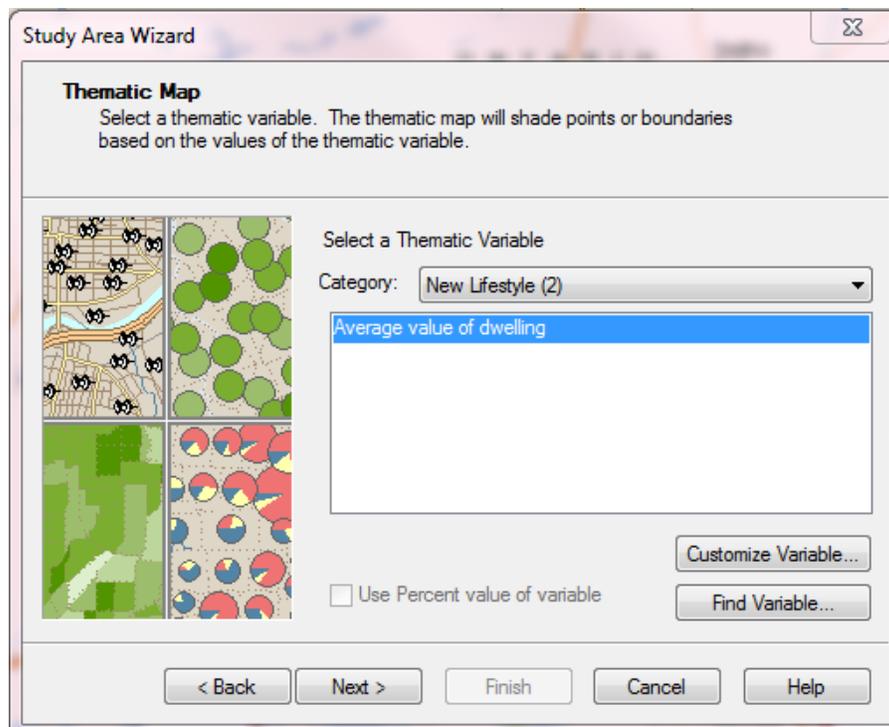


12. Click 'Next'.

13. In the 'Study Area Wizard – Thematic Map' dialogue box, choose 'Point Thematic'. Click 'Next'.

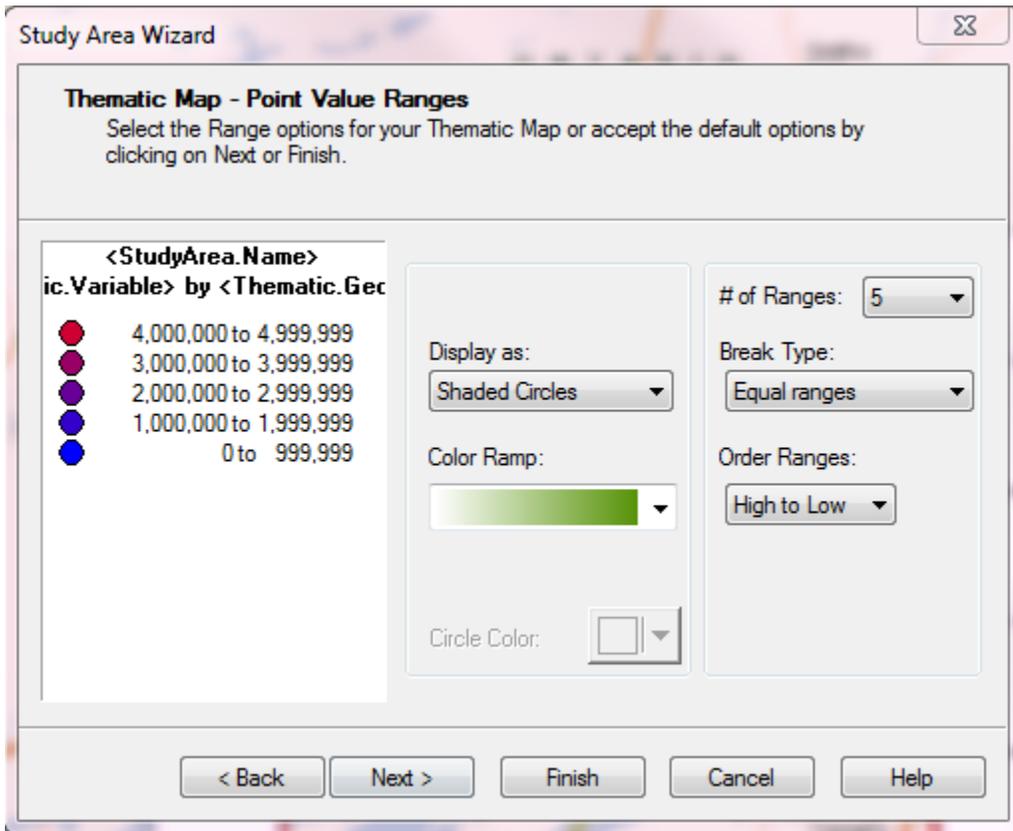


14. Select your 'Thematic Variable' (in this example, 'Average value of dwelling'). Click 'Next'.



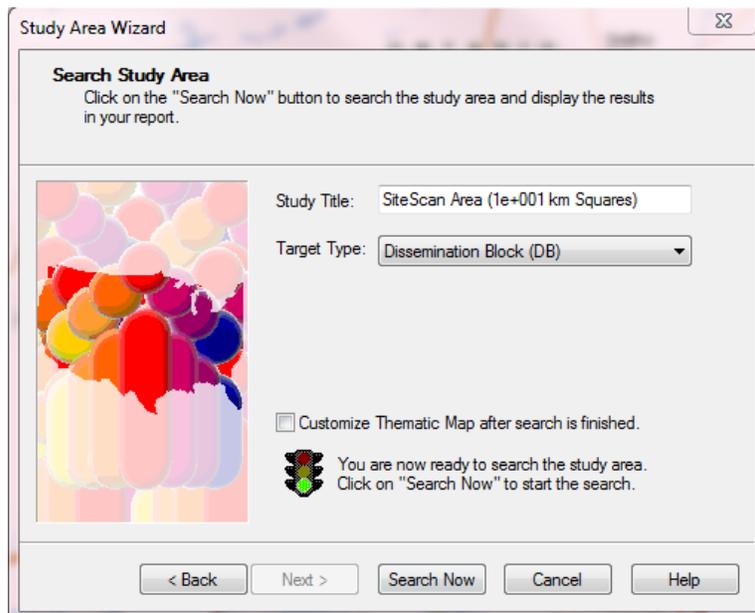
15.

16. In the 'Thematic Map – Point Value Ranges' dialogue box, select the options you want... you can leave the default values, if you like. Click 'Next'.



17. Skip the 'Export Pointfile' option (by clicking 'Next').

18. On the 'Search Study Area' dialogue box, change the 'Target Type' to 'Dissemination Block' (if available).



19. Click 'Search Now'.

20. Results will be displayed in the 'Map', 'Profile' and 'Target' tabs.

21. **Target Tab** results should look something like this:

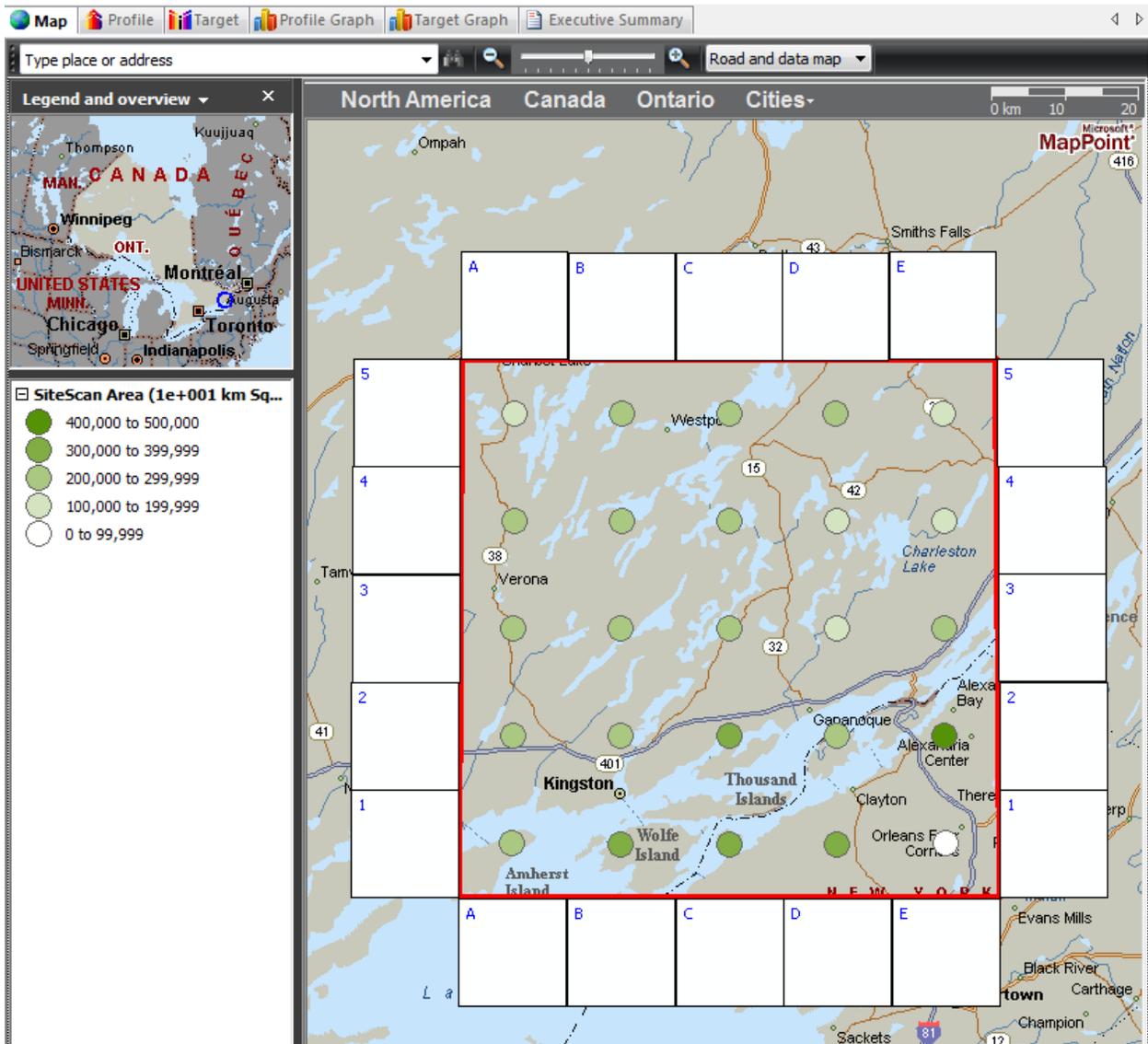
Rank	SiteScan Area (1e+001 km Squares) SiteScan Square List	Average value of dwelling
1	(2, E)	470,898
2	(2, C)	321,030
3	(1, D)	306,968
4	(1, C)	306,968
5	(1, B)	303,769
6	(3, B)	264,129
7	(5, C)	252,216
8	(4, B)	252,147
9	(3, E)	241,631
10	(1, A)	236,552
11	(4, C)	234,851
12	(2, A)	233,011
13	(2, D)	232,290
14	(3, C)	232,053
15	(2, B)	222,812
16	(3, A)	219,584
17	(5, D)	217,710
18	(4, A)	212,551
19	(5, B)	207,609
20	(4, D)	188,544
21	(3, D)	179,293
22	(5, A)	176,162
23	(5, E)	174,237
24	(4, E)	173,562
25	(1, E)	0

These show the statistics for each of the grid squares you defined for your SiteScore.

22. Results in the **Profile Tab** should look like this. In the case of the 2006 Census, there are 64 categories you can view.

Map	Profile	Target	Profile Graph	Target Graph	Executive Summary
2006 Census Census Snapshot					
Total Population					
Males					
Females					
2006 Population by Age					
0 to 4 years					
5 to 19 years					
20 to 24 years					
25 to 34 years					
35 to 44 years					
45 to 54 years					
55 to 64 years					
65 to 74 years					
75 to 84 years					
85 years and over					
Average age of population					
Median age					
Families					
Persons per family					
Two-parent families					
With no children at home					
With children at home					
Lone-parent families					
Children per family					
Households					
Persons in private households					
Persons per household					
Average household income					
Occupied Dwellings					
Owned Dwellings					
Rented Dwellings					
Dominant building type					
Dominant period of construction					
Average value of dwelling					
Average gross monthly rent					
Top 5 visible minorities					
Dominant Demographics					
Official Home Language					
Non-official Home Language					
Recent Immigrant Places of Birth					
Category 1 of 64					

23. The **Map Tab** shows your study area with colour-coded thematic map of your chosen variable.



24. You have several output options:

- Export → Export Lifestyle Targets
- Export → Export Map as Graphic
- Export → Copy Map Window to Clipboard